## 2

 C. H. DAY TO BE CHIEF SPEAKER FOR GATHERING

Farm Meeting Is Called For Friday Morning At Amherst

## S568.030 FOR FARM ERS

CHECKS WILL START COMING IN FEW WEEKS will be beamene Under reme
LAMB COUNTY
LEADER

THE SOUTH PLAINS GREATEST WEEKLY NEWSPAPER.
At that time, C. H. Day, of the
Texas Agricultural association, wil
meet with the farmers of Lamb
county and address the gathering $x^{2}==$

## McCAINCHILD

 LOSES LIFE $\mathbb{N}$ BLATE FRIDAY
 Hospital Lee McCain, farmer of eight miles
northeast of Littlefield, was serious northeast of Littlefield, was serious-
ly burned about the face, hands and
chest, and his little daughter, Carmelita, aged 20 months, lost har lif
in a blaze Friday morning, January
22, which destroyed their four room 22, which destroyed their four room
residenee, together with almost all
their household effects and clothing.
The fire occurred about $10: 30$ The fire occurred about $10: 30$
Friday morning, when Mr. MeCnin
attempted to pump air into the drum
for for that purpose on a gasoline hea-
ter. For some reason the sas and
air are believed to have come into
We have ofton thought have
an o olitor's job was tought, have
decelared that wo wouldn't want
to bo o banker for a great varto be banker for of reanos, AND WE
iety of
KNOW THAT IF WE EVER EVEN THOUGHT OF PREA. PETITION WOULD BE PRES. ENTED TO EVERY LAW OF.
FICER FOR MILES AROUND Continued on Classfied Page

## BOBBY HARLESS

 DIES AS RESULT OF DPTTHERIAFuneral Services Sunday Af

## Lamb County Contributes \$250

 For Relief of Flood Area VictimsHave You Seen
My Dog?
-Morley B. Drake Morley B. Drefere
Littefield

## ATTEND THE PRISTDENTS BALL; AMERICAN LEGION HALL, FRIDAY NGGHT, JANUARY 2-YOUCANHEIPBRING HEALTH AND HAPPNESS TO NNFANTILE PARALYSIS VICTIMS.


$\qquad$
RURAL COMMUNIITES

## Morton News MORTON RESID BROTHER DIES

 county and brother of R. R. House


A Complete Line of MAGAZINES -at the CONFECTIONERY

## 

## We Do Custom Grinding

 NEW W-W HAMMER MILL \& GRIST MILL NOW IN OPERATION!ROY BYERS

## FEEDS

We carry a complete line of stock and poultry feeds. we Fentura ManAmar Laying Mash


| son |
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| Cad |
| Cle |
| gley |
| - |

$A A_{1}=1 R 1 R Z A$


## UNDERSTANDING

The deepest respect, a sympathetic understanding for bereavement . . . many years in our calling have added to the sincerity of our attitude at a time of great personal loss.

## Burleson's

Funeral Directors

Ambulance Service Phone 77



Complete With Aerias

- Nine Tubes
- Automatic Tuning
- Magnetic Tuning

Spread Bared Dial
H/ Foreign Tum 18 stem


Easy On
Monthly
Payments!

## FOXWORTH-GALBRATTH LUMBER CO

## SUGAR ". 550

POST BRAN. Pkg. 1le COCOA Mitm 17c Salt. 5 Pkge . 3 for 10c SUGAR $=25$ MACARON $1=250$ STARCH $\mathrm{F}=24 \mathrm{c}$ Crackers. 211. box 15c MIRACLE WHIP $\pm=36$ APRICOTS 節 250 PRUNES 嚓 25c PEACHES 5 APPLES :

 PICKILES

In 1935 this store led all other Piggly Wiggly stores in the nation in percentage of increased sales in the class of organizations operating from one to nine stores. We received word this week that we were in second place for high, honors for the last three-months period.
The contest ends Saturday night and we are out to win FIRST PLACE again! To do this we are offering many special prices! Prices that we know will mean a sizeable saving to you. Check every item in this advertisement and lay in a supply of foods for days to come!

## THESE LOW PRICES SAVE YOU MONEY! AND WILL HELP US WIN!

## Pork Salusage ll. . . . .15c




SOAP
P\& 6.6 bar
$23 ¢$
0xYDOL
${ }^{\text {Reg. Size }}$ Phe
CaMAY
23c

## FLOUR

GLADOLA
Guaranteed Best Grade, 48 Lb . Sack \$1.85

CATSUP
 CORN Apple Butter, Qt. .19c BEANS Vititime m 25 c MILK SUNBRITE, Pkg. .....5c JELL-0.3 Pkgs. . 19c Bunch Vegetables, ea. 5 c Ripole Wheat, Pkg. 9 c PICKLES. Gal. ...... 55 c Toilet Tissue. 6 for 24c Pork-Beans SYRUP, Staley's, Gal. 65 c PEACHES

Shortening dem $\$ 1.10$
CATSUP Tomato Juice com . 25 c Mackerel. 3 cans . . 25 c


## WE URGE YOU.... <br> to see the McCormick-Deering line before purch-asing-

## FARM IIPILEMENTS!

Used McCormick-Deering Farmalls - Farmalls Rebuilt - A Complete Line of McCormick-Deering Repairs.
TREMAIN IMPLEMENT CO.

## Clubs - Women's Interest - - Social Events




## PALACE


$\qquad$

Theatre - Littlefield Sunday and Monday


ENJOY BRIDGE
SATURDAY
AFTERNOON
Saturday afternoon five tables of
brige were also enjoyed at the
Barnett residen





Theatre - Littlefield Saturday Midnight Sunday and Monday

"The Charge of the Light Brigade"


## WILDCAT

Edited By The Press Club of The Littlefield Editor In Chief Assistant Editor
Business Manager High School
$\qquad$ - Mildred Reid Bernard Bernard Lambert Society Reporters Harrison, Faye Smith be Feature Reporters Hood, Buford Humphries Sponsor
D. W. Holliday, Bartee Haile


Large numbers from LEVELLAND ATTEND LOBO
Amour
Amonr thone who attended the
basketball
game played between Lit basketbal game played between Lit
tefiold widceas and Levelland Lo
bos bere Tuesday night, wero:
 Otho and J: L. Rush, Assistant Coas
 Vesta, Jimmy St. Clare, Sanford
Jenkin, Jenkins, Cone Green,
Principal Jimmy Ellis

5
FARMERS

## Your Attention Please!

 Let us supply your motor fuel and lub-rication
barrel prices on Ask us for gallon and aline - kerosene - oil - greases TEXAS MOTOR \& FUEL
East End of Pavement on Highway No,

## Beware The Cough From a common cold That Hangs 0 n



SUPERINTENDENT AARON
BENJAMIN SANDERS
ENTERTAI BENJAMIN SANDERS
ENTERTAINING NEW SON Superintendent Aaron Benjamin
Sanders' chest has expanded Sandern' chest has expanded several
inches and his mile has become
delithe inches and his mile has become in-
delible since the arrival of a son, delible since the arrival of a son
Aaron Rex on January 21.
Mr. Sanders states that the family
has has not agreed yot as to the
vocation, but it likely that he
either be a wild game either be a
pedagaque. campus chat
Coach Jack Jackson and two of
his team membercs. Vann and Turn
or and his team members. Vann and Turn
er attended the Littlefield-Levelland
basketball game here Tuesday night. basketball game here Tuesday nigh
Ex-students who have been
cent visitors to cent visitors to the campus ar
Earl Dow, Jack Norman, ard "Hoot
Gibson. Gibson. ${ }^{\text {R }}$ Lee "Hoo" Gibson, gradunte
of ${ }_{3}$, has accepted a position of 36 has accepted a position a
an aluminum demonstrator. He will
go to Lubbock. Monday to begin work.
Mrs. M. M, Brittain hs been sub stituting in the Home Economic
Department for Mrs. Evel P. Morr who is absent because of the illnes
of her children. SELF-CONFIDENCE
In any situation we must hav
confidence in our ability to decie
rightly if called upon to expre
our fidenent our judgment. Self-confidence comes
from a proper application of our own
abilitity and our power to carry out
corrections of action once decided abomity and our power to carry ou
corrections of action once decide
upon. It is based on knowledge o
our accuracy in fudement upon. It is based on knowledge
our accuracy in judgment. A sel
confident person is is one who has to
ted his judgment sufficiently to g
faithi
fin his decieifo Self.contr ted his judgment sufficiently to
faith in his decision. Self-ontr
is a great power in all sclool rel NEW MEMBERS JOIN HOME
EC CLUB

## Fourteen new members, were elad. ly receeved laat Tuesdav, which was the first meeting of the semester Thes

 nie Lee Wallace, Euna Mann, Paline Mitchell, Ruby Johnson, Edit
McCurry, Norene Allen and Mabel Cooper.
We also had a very good prog.
ram. Othella Thompson played her ram. Othella Thompson played he
guitar and sang. she was assisted
by three other club members by three other club members.
Next we enioyed a song by Edith MeCurry, an
Cunningham.

## F. F. A. CLUB HAS EDUCATIONAL PROGRAM

Future Farmers club opened wit the regular ceremony with twenty
six members present. The club honored with three new member
hruce Melton, Blawett Davis Bruce Melto
Tom King.
Bill Carte account of "Sweeden, the Bie Littic
Country, Following this was a talk
on "Balk Strin Check Spring Ero-
sion," by

Electricity is so clean, silent, aufomatic that your kitchen may also be made as beautiful as my other "living" room in your home.


Modern electrig refrigeration and electric cooking are important features in the kitchen you are planning ... they're easy to own and cost so little to operate. . We hope you will investigate thoroughly how cheerful and convenient electricity can make your kitchen.


TEXAS-NEW MEXICO UTLILITIES COMPANY

Cameron's Home of the Month


## A GOOD HOME AT LOW COST

Plans and specifications meet the Federal Housing Administration's requirements as to quality materials and workmanship.
This home may be built for less money than the price quoted by changing the plans and specifications.
Detailed plans and specifications of hundreds of beautiful homes to choose from We Will Help You Finance Under F.H.A.


## Higginbotham - Bartlett <br> COMPANY



Complete Winter AUTO SERVICE!



CITY HALL TEXACO SERVICE STATION



## Southwestern Life Goes Over $\$ 300,000,000$ Mark (Life Insurance in Force)

Assets More Than $\$ 50,000,000$

## 140,000 Texas Citizens Own $\$ 303,215,774$ Life Insurance in the Company ... An Increase of $\$ 15,171,042$ During 1936

## Statement of Condition

At the close of Business December 31, 1936
(Unpaid Premiums Not Included)
ASSETS


## LiAbilities

Policy Reserves
$\$ 41,846,463.64$
Interest and Premiums Paid in Advance 802,264.97
Reserve for Taxes and Other Liabilities
297,578.00
Total Liabilities
$42,946,306.61$
\$Surplus Funds for Protection of Policyholders:

| Capital Stock | . | . | . | . | . | . | . |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |$\$ 2,000,000.00$

To Balance Assets . . . . . . . . . . . . . . . . . . . | $\$ 50,113,322.94$ |
| :---: |
| $7,167,016.33$ |
| 10 |

${ }^{*}$ No bond purchased by the Company has ever defaulted as to ringital or interest. Since purchase the bonds have so wirc hye $\quad$. tm muc 638,612 the value used above. The Coripal nenes no real estate in excess of current market value. The write-down in real estate values was $\$ 101,467$ during 1936.
$\ddagger$ With no asset valued above current market value, and after setting up all possible liabilities, these additional funds held for the further protection of policyholders are sufficient to guarantee payment of policy obligations under abnormal as well as normal conditions.

## C. F. O'DONNELL, President.

## Southwestern Life Insurance Co.

DALLAS


LAMB COUNTY LEAEDR



To be successful in 1937 the children of mothers
must learn to sail the "Seven C'S."

First, the Sail on!
is lost at the outset, without Courage comes the second C -Confidence.
nortal wecond, the C of Confidence. How unhappy the mortal who lives without faith. rain and cloud day after day.
ourself in th, the C of Consideration. Can you place the best rule. Consider them and do unto others as you ould have them do unto you.

Fifth, the C of Courtesy opens the gate, Courtesy
hrows wide the door. Courtesy lets down the bars. Lack
Courtesy has made ship-wreck of many a character and concern.
Sixth, the C of Companionship. Man was not
pmade to live alone. We are members of a society in which we are told in Holy Writ to "Bear ye one another's purdens,"
Seventh, the C of Cooperation. Where two or
are agreed it shall be done. Two is stronger than
Wree one. Sail on! Sail on! Courage, Confidence, Cheer-
Sness, Consideration, Courtesy, Companionship and 1. ness, Consideration, Courtesy, Companionship an
eration.-The Austin Dispatch.

 (ueo -dont nesicet tit



AVE YOUR ADIO SERVICED!
"CAL" HARVEY
CADLO TECHNCIEN
AII Work Guarantod

BUSINESS IS BUILT ON CONFIDENCE

4. MNG TOWARD THE FUTURE

Th ove of our staft and the faciltiee of this COME IN AT ANY TIME!
First National Bank

\author{

- hittlefielo-
}


## ONE DAY ONLY-MONDAY

| \%DOLIRDATS |
| :---: |
|  |  |
|  |  |

## Khaki Shirts



| Blankets |
| :---: |
|  |
| \% |
| $\substack{\text { Sopaicil } \\ \text { Each }}$ |
| 69¢ |


| Extra Special! One Lot \$5.95 |  |
| :---: | :---: |
|  | DREGSNG |
|  |  |
|  | -EACH |



| Silk Hose |  |
| :--- | :---: |
| 5 |  |



| Men's Work Shirts- <br>  |
| :---: |
|  |



|  |
| :---: |


|  |  |
| :---: | :---: |
|  |  |


|  |
| :---: |
| Ladies' Silk Hose- <br>  <br> sizen. Very special <br> 2 PAIR |
|  |

## Bed Spreads <br> each 

$$
\begin{aligned}
& \text { Ladies' Union Suits- } \\
& \text { Made of fine combed yarn- all } \\
& \text { sizes in pink and white colors }
\end{aligned}
$$



$$
\text { tight lege and wide legs. } 2 \text { PAIR }
$$

$$
\begin{aligned}
& \text { Ladies' Bloomers- } \\
& \text { Ladies extra size bloomers } \\
& \text { made of fine qualitv chalk fin- } \$ 1
\end{aligned}
$$

$$
\begin{aligned}
& \text { made of fine quality chalk fin- \$ } \\
& \text { ish rayon, Very special. } \\
& -2 \text { PAIR } \\
& \hline
\end{aligned}
$$



You Are Due Good
Health, Success And
Happiness
 and buy a boo of lagetone and it


[^0]bowels and liver do not function
properly, causing you to suffer with
herdaches, loss of sleep, backache
coated tongue, bad breath, rheuma coated tongue, bad breath, rheuma-
tic pains, billousness and gas pains
brought on by inactive che
bowel organs. Lagatone ine clogged
bowel organs. Lagatone is an effi-
cient stimulant for increasing the
flow of bile. Lagatone also stimu-

lates. Iver action elieving bill nesa, worn out foeling and silick headache caused thereby, Lagatone | acts on bowels as a a laxatitive and helps |
| :--- |
| clear out old decayed food weste |
| Isenater |$|$ Lagatone is a compound of severel

ingredients. Thua Lazatone is like soveral medicines in the same com-
pound. No wonder people
$\qquad$


Madden Drug Store
AND SHINE PAL $\quad$ PR EVERLAY GETS RESULTS

## Why Waste Feed

 Feed the rest Everlay and profit. We
guarantee top cash prices for produce.
LARGE STOCK AND VARIETY OF FEEDS

## PORCHER COAL \& PRODUCE COMPANY

## SPORTS



## Attention Farmers

## AND HOLDERS OF $12 c$ GODERMEENL LOAN COTTON

> As soon as government forms are available February 1st - we will be in position to pay you cash for your interest in your loan cotton, or we will have cotton sampled and pay for samples, giving you market price for your cotton. See us before selling your 12c loan cotton.

ESTEVE BROS. \& CO, Inc.
W. T, TAP

Office at Day \& Night Camp on Highway No. z

## 

Wildcats Defeated By Ralls Tuesday Night; Score 21-1$\stackrel{e}{R}$

Spade Longhorns
Take Double Header
From Sudan Wed

$$
\begin{aligned}
& \text { WILDCATS TO PLAY } \\
& \text { OLTTN FRIDAY NIGHT }
\end{aligned}
$$

$$
\begin{aligned}
& \text { FINANCIAL STATEMENT SOUTHWESTERN } \\
& \text { LE SHOWS OUTSTANDING PROGRES }
\end{aligned}
$$

$$
\begin{aligned}
& \text { LIFE SHOWS OUTSTANDING PROGRE } \\
& \text { AND STRONG FINANCIAL CONDITIC }
\end{aligned}
$$

Large Crowds Are Expected Here For
President's Ba

Too Late To Class)




WATS Produce

## PECIAL LUB IRS

 County ILEADER5 c Year

${ }^{\circ}$ AND OTHER be ADING PAPERS w, ompader and the Labbook mideader and tho ammi-welks "errbe to Leader now and iv ader and Fort Worth Star-
iver Sim-Daily- for 11 months
Sit Daily and Sunday for 11
ut

ES GOOD ONLY IN G COUNTIES -THE-
mh County VEADER

Scot Crowns Winner of 1937 Gas Economy Test

Local Hospital
Report Patients
Admitted This Wee The Littleffied Hospital report the
following patients admitted following patients admitted to the
local hospipptal during the past week
Mrs. Roy Mrs. Roy Behymer was received
Thursday for medical treatment, where he will be contined a
days.
Mrs, R. E. Balen was admitted on Thuriday
turning home Friday turning home Friday.
B. A. Swanner of two miles north-

WE DONT GUESS!
 LOYD YEARY

## LOTD MT-

## $\xrightarrow{- \text { AT- }}$

## TRY THIS

MTWWAYTO日BN: PRESTO!
FLICK TO THE gEAR YOU WANT (Same fomiliar gear positions)
 CHANGEO!

LIFT A TOE AND GEARS SHIFT


Hudson and Terraplane dealers every. to pull a gear lever or touch a clutch
where invite you to try the magically pedal $\begin{array}{ll}\text { where invite you to try the magically } & \text { pedal , yet nothing new to learn. } \\ \text { easy new way to drive with Hudsons } & \text { There's a car ready for you. Come } \\ \text { new Selective Automatic Shift. No need } & \text { in today. . no obligation. }\end{array}$
HUDSON Noilcan omw T TERRAPLANE NoICAR minn ( VINTHER MOTOR CO.

Littlefield, Texas

STOKES-ALEXANDER DRUG CO:


Try a Leader Want Ad.


GRAHAM TRUCK LINE WHERE OUALIT XIMZ ACCURACYIPREVAII

## WARE'S <br> -LITTLEFIELD, TEXAS

PRICES ARE STEADILY RISING! WE ADVISE YOU TO BUY NOW!

## Children's Sweaters- <br>  <br> -2 FOR



## 54-Inch Woolens-

 Ideal material for drosses and costswide astortment of neat patterns this group includes materiale we sell reegularly
for as high as $\$ 1.29$ the yard - A one. -2 YARDS


## Men's Work Pants-m= A close out on men's Pool and Hawk brand work pants  vaund il

All markets are well on the way for a positive rise! We know it!
You know it! That's why we do not hesitate to say - and we beYou know it! That's why we do not hesitate to say - and we be-
lieve you will readily agree with us - that this is the greatest lieve you will readily agree with us - that this is the greatest
value giving event we have offered in many months! For just value giving event we have offered in many months! For just
ONE DAY we are affording you the opportunity to stock up on ONE DAY we are affording you the opportunity to stock up on
fresh, nationally famous, staple merchandise at the lowest prices fresh, nationally famous, staple merchandise at the lowest prices
in Dollar Day history! Don't pass up this opportunity to save at in Dollar Day history
WARE'S MONDAY!

Spectal Itilis! Special values bUY AT WARES!


Ladies' Slips-

Rayon Bloomers-


Lace Curtains-

Bed Spreads-

Sheet Special-

Quilt Bundles-
Fant colort apporoximaty 18 yard materian $\$ 1$

| Fatat eoiont approximately 18 yarde material \$ $\quad-3$ FOR |
| :--- |


Print Special-
Waret, special - 36 incheo wide - fatt col $\$$

36-Inch Prints-

Remnants- 1 1-2
All thokn from Warrit tandard vual. Price
Boys' School Shirts-

Boys' School Pants-

Men's Sweat Shirts-

Shirts and Shorts-

Allen-A Dress Sox-


Boys' Hawk Overalls-
Sizes 2 to 11
Sizes 12 to 17
79c


## FREE! SILK HOSE!

With each pair of ladies' fall and winter shoes in the following four price groups !

| \$5.95 Values | \$3.95 |
| :---: | :---: |
| $\$ 4.95$ Values- | \$3.45 |
| $\$ 3.95$ Values- With FREE HoSE, Sale Price | \$2.98 |
| $\$ 2.95$ Values | \$2.45 |

## 

## 200 of OUR REGULAR $\$ 1.50$ SHIRTS

-ELDERS!
-PERFECTOS!
-WARE'S SPECIAL!

## MONDAY ONLY ${ }^{6}$



WARE'S DEPARTMENT STOR


[^0]:    if you have allowed your system -to

